1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1a. Looking generally at all campaigns, regardless of category, you could say that there is about a 50% rate of successful backing. However, that success rate really fluctuates when you look at different categories. For instance, the success rate for the “theater” category holds at about 50%, while the category of “games” has a much lower success rate, and the category of “music” has a much higher success rate. Also, people who are trying to finance a food truck or restaurant on Kickstarter, based on this data, will be 100% unsuccessful, while people are more apt to donate to small-batch food items.

1b. Kickstarter seems to be a go-to and somewhat reliable place for people looking to finance theater projects at about a 50% rate, since about a quarter of all of the projects within this data set fall until the “theater” category.

1c. The success rate of a Kickstarter campaign depends heavily on the goal amount that a project is looking for. Generally, as goal amounts increase, less projects are successful, and more are canceled or fail. There is a segment of projects between 35K and 45K where there are about equal amounts of projects that are either successful or fail/canceled, but in looking at the categories there does not seem to be a category correlation.

1. What are some limitations of this dataset?

It would be interesting to be able to differentiate campaigns based on whether they have a global span versus a hyper-local span, for instance, a product that could be purchased and shipped versus a small, local play in a specific location. Additionally, it would be nice to have more information on the reasons behind the campaigns that were cancelled. With this data set, it seems likely to just lump that status as similar to a “fail” since we don’t have additional information, which makes the status of “canceled” seem repetitive. Also, some of the campaigns that were canceled actually raised the amount of money that they were hoping for, so it would be nice to have additional information on why they were canceled.

1. What are some other possible tables and/or graphs that we could create?

I’m not sure what the columns “Staff Pick” and “Spotlight” are exactly, but it seems like that might be some kind of marker for if the campaign was featured somewhere on the Kickstarter website other than just the individual campaign’s page, as a kind of promotion. We could create a chart that showed the status of campaigns, and whether they had a “TRUE” or “FALSE” in the “Staff Pick” or “Spotlight” columns. This might show if the promotion of a campaign had any effect on its status.

Another chart could be comparing average donations by category, and separately, by country. This might show a difference in the amount people usually spend towards certain types of campaigns, and then also in different countries. However, the data is heavily populated with US based Kickstarters, so having less data for other countries could be a limitation in trying to find that out.